

Education Study Team

Meeting Summary

August 26, 2003

Embassy Suites Hotel

15920 West Valley Highway, Tukwila, WA

Study Team members in attendance

Barbara Tolbert, NW EAA

Connie Coleman-Lacadie, FAA

Eric Sumearii, Museum of Flight

Gary Evans, Seattle Pacific University

Marlo Anderson, University of Washington

Peter Anderson, Galvin Flying Services

Stephanie Allen, Washington Pilot's Association

Teresa Sloan, Central Washington University

Project staff in attendance

John Sibold, WSDOT

Robin Warner, WSDOT

Meg O'Leary, PRR

Welcome

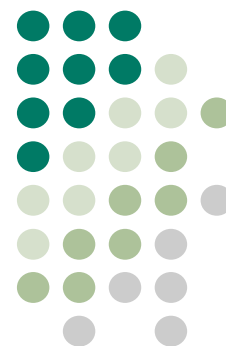
John Sibold welcomed the study team members and thanked them for their participation in this important information gathering process. Recommendations from this group will be considered carefully and used as a guide for WSDOT staff as they develop a plan for a more effective state aviation system.

WSDOT has been tasked by the legislature to review the state's entire aviation system and consider the efficiencies, issues and emerging trends. Additionally, the RCW (Revised Code of Washington; a compilation of all permanent laws now in force) for the Aviation Division requires that WSDOT address aviation education, though it does not specify what type of education is required, nor does it provide any description of what approach should be taken. This study team, along with two others (Aviation System Plan, Air Search and Rescue), will help staff fulfill these legislative requirements and assist WSDOT in developing a more strategic approach to aviation education.

Mr. Sibold reviewed the meeting agenda and reviewed the charge to study teams, which is to:

Analyze

- Examine current situation
- Review federal, state and local mandates
- Anticipate emerging issues



Recommend

- Vision
- Strategic priorities
- System definition

Overarching Issues

Mr. Sibold reviewed the overarching questions that are being asked by the Aviation Division as it begins its planning effort. These include:

- Are we positioned to respond to rapidly changing aviation environment?
- Are we using our limited resources effectively and efficiently to meet state's interests in aviation? What should our key priorities be?
- What strategic changes need to be made to satisfy the state's aviation policy, i.e., preservation, safety, capacity and environmental protection?

Aviation Policy

Mr. Sibold then discussed the four aviation policies developed by WSDOT through a process of review and strategic planning. The policies are as follows:

Policy 1—Preservation

It is the state's interest that aviation facilities and services be preserved that provide access for all regions of the state to the nation's air transportation system, provide for emergency management, and support local economies.

- Land use encroachment
- Wetland mitigation
- Economic role of airports
- General aviation airport preservation funding

Policy 2—Safety

It is the state's interest that transportation by air be safe.

- Aviation infrastructure funding for safety needs and maintenance of our air system

Policy 3—Capacity

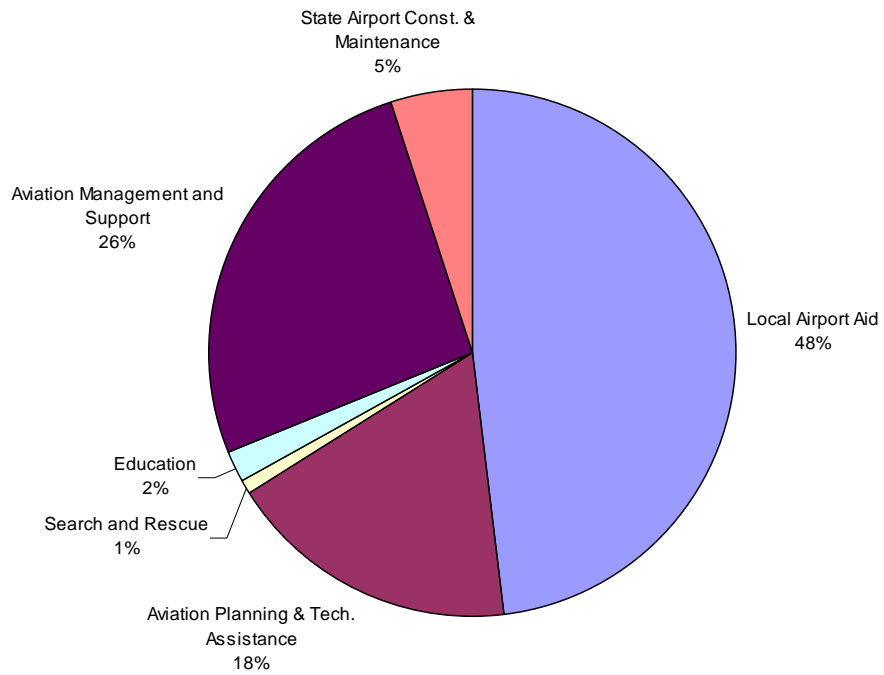
It is the state's interest that there be sufficient airport capacity to respond to growth in demand to ensure access across the state, the nation and the world.

- Statewide context of air capacity
- Regional mitigation approaches
- Surface transportation connections

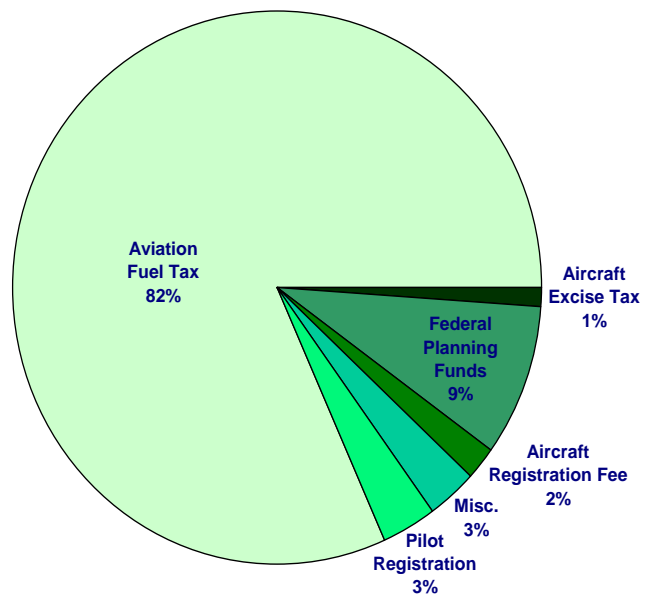
Policy 4—Environmental Protection

It is the state's interest that negative environmental impacts of airports on people and the natural environment be mitigated.

Aviation Division Functions



Aviation Revenue



Aviation Biennial Budget

	Forecast Revenue with Tax Increase 2003 – 2005
Pilot Registration	\$ 263,679
Aircraft Registration	\$ 139,057
Fuel Tax Rate	\$ 4,573,155
Federal Aeronautics	\$ 600,000
TOTAL	\$ 5,575,891
Airport Aid Grants	\$ 2,582,577

To help prepare the group for a more focused discussion, Mr. Sibold provided background information on aviation education in the state, an overview of funding sources and suggestions about potential focus areas in aviation education and what roles WSDOT might play. He also gave examples of current statewide education and outreach providers.

Aviation Education Background

- WSDOT has provided education programs since 1951
- Primary focus on pilot safety
 - Mountain flying clinics
 - Re-certification courses
- Outreach around public policy decisions
- Participation in trade outreach events

Aviation Education Funding

- Funded through pilots registration
- 2003 legislative session raised fee to \$15 per year (\$7 earmarked for pavement); remaining goes to SAR Education and expense reimbursement
- In 2003, Division has collected \$398,000

Potential Education Focus Areas for Aviation Division

- Pilot safety
- Pilot certification
- Mechanic certification
- General public outreach on economic value of aviation
- Policy maker outreach on economic value of aviation
- Aviation career outreach

Potential Roles

- Direct training
- Direct funder
- Information Clearinghouse
- Funding partner
- Funding advocate

Aviation Education and Outreach Providers

- FAA, NASA
- WSDOT
- Civil Air Patrol
- University of Washington
- Big Bend Community College
- Washington Aviation Roundtable
- Flight museums
- Private flight schools
- AOPA, EAA, NBAA, NASAO, NAA, WPA, WAA
- Airlines
- And many others!

Feedback from Interviews

Prior to this meeting Rita Brogan contacted Education Study Team members for a telephone interview with the purpose of gathering their professional perspectives on aviation education in Washington State. She reached nearly all the members, though some were on vacation or otherwise unavailable. She asked members to provide their thoughts and offer suggestions regarding statewide aviation education needs, what the key issues and opportunities are in the area of aviation education, what the state's role should be in meeting education needs in aviation, and what the most appropriate way to fund the state's role in education might be. She also asked for feedback as to whether or not there should be changes in the current direction of the Aviation Division's education activities. Meg O'Leary gave a summary of responses received for each of the five interview questions and invited study team members to provide clarification as needed. She also invited those members who weren't available at the time of the telephone interviews to provide their feedback directly to the group. No new feedback was gathered.

1) Education Needs

- Better coordination between various aviation education groups
- Aviation career education (K-12, High School focus)
- More meaningful pilot certification courses
- Make aviation more accessible to all
- Need for greater public awareness of value of aviation in Washington state
- Need for greater awareness of diverse career opportunities

2) Key Issues and Opportunities

- Funding shortfall
- Coordination between groups
- Need to attract talent to aviation career opportunities
- Potential for partnerships with K-12 schools
- Industry is declining when it should not be

3) Role of State in Aviation Education

- Political advocacy
- Continued focus on pilot certification and safety
- Support aviation career education
- Coordination between groups, information clearinghouse
- Be a more active partner with other aviation education organizations
- Grant program for organizations that provide aviation education

4) Ways to Fund State Role in Aviation Education

- Organizational partnerships (WPA, aviation-related businesses, etc.)
- Divert some funds from pilot education to reach broader audiences
- Stay focused on pilot certification and safety education
- Use public education dollars
- Increased enforcement of registration will provide greater revenue

5) Potential Changes in State Aviation Education

- Need to reach broader audiences
- Come to the table, coordinate with other groups
- Help create comprehensive education strategy to be implemented by all partners
- Develop communications piece that pulls resources together
- Improve quality of pilot re-certification courses

Discussion—Goals, Components and Performance Indicators

Following the review of feedback gathered from the telephone interviews, Ms. O’Leary asked the group to consider what the education goals and primary components of the Aviation Division’s education program should be, and what the performance indicators for a successful Aviation Division education program should look like. The following are comments gathered by study team members.

General Comments

- Does WSDOT have a clear picture of existing state aviation education structure? Do we know what programs currently exist?
- Before defining goals, we need a statewide inventory of current system and agencies
- State should provide website for posting resources, links and shared information about agencies, education programs and training resources—providing outreach so that folks know this website exists would be critical
- State should serve as information clearinghouse and therefore avoid reinventing the wheel—there are plenty of resources out there, but people are just unaware of them, even educators who are supposedly “in the loop”

- State must define and clarify what kind of clearinghouse would be most useful, therefore it is that a statewide inventory be taken to see what resources already exist
- All study team members present at this meeting agree: the state should play the role of information clearinghouse and facilitator of connections within the aviation education community
- State could set up list of links with brief description of each aviation education organization or agency, along with an FAQ section—this would make for a more effective information clearinghouse
- State should initiate committee, board or resource book in order to connect and involve the many sides of the aviation education community
- Need central clearinghouse that provides information and contacts for people seeking careers and resources within aviation industry—for example, information that answers questions like “How do I become a pilot?” or “Where do I find a good airplane mechanic?”
- State should provide packet of resources that outline all the opportunities and organizations available for aviation education and training
- Need crossover opportunities and more comprehensive education in aviation, for example providing engineers with education in environmental issues
- Many aviation education programs exist, but we as educators don’t know which agency is focusing on what program or specialty
- Agencies need to know who they can refer people to if their agency doesn’t provide the particular education or training that person is seeking
- Who is educating those that are protecting and maintaining the airports? Consider training opportunities for aviation professionals that will enable them to become more effective in their administration and management of the state’s rural airports
- Consider the role of state vs. the private sector in aviation education—there is a limited budget
- One obvious approach would be to plug an education component into each of the four aviation policies (preservation, safety, capacity and environmental protection)
- State could sponsor or initiate contracts with other agencies for low-cost programs, such as an Airport Appreciation Day, in order to educate the broader public about the aviation industry
- Grant structure could require implementation of an education or outreach component/program
- Need to promote other lesser known careers in aviation—there are so many options that people just aren’t aware of
- What role do aviation departments play in other states?
- Develop education mission statement defining funding priorities—tie them to aviation policy objectives
- Washington state should have strongest national aviation training program and best opportunities given the influence of Boeing and Microsoft in the region—yet one of our major institutions (University of Washington) is constrained by funding

What should the **goals** for the Aviation Division's education program be?

- Develop information clearinghouse or central resource accessible to every aviation education sector, agency and organization
- Doesn't make sense to set goals before a statewide inventory of existing aviation education resources is undertaken—we need to know what resources and opportunities exist before determining where the gaps are and what the goals should be
- Need to define and assess audience for aviation education in the state
- Need to assess emerging issues within aviation education sector
- Educate the educators regarding tools, resources and opportunities for aviation education within the state
- Need to provide young people with information about careers in aviation—hook them and secure their interest early
- Continue to offer flight instructor courses and certification clinics
- State's role should be facilitating connections and providing resources, not teaching courses
- State's role should be educator and political advocate
- State should educate organizations and agencies so they can provide WSDOT support with legislature and can become partners in aviation advocacy
- We have invaluable resources—with cost saving potential—in state we can take advantage of
- State should help create programs that offer career paths in aviation industry
- State should provide guidance and framework for formation of potential public-private partnerships
- Identify all state education resources
- WSDOT should develop guiding principles for state air shows
- Seminars should reach 100% registration, then consider imposing fees
- Focus on more holistic, comprehensive education
- Educate policy makers and legislators about aviation industry and emerging issues
- Educate local airport sponsors, administrators and management about aviation industry and emerging issues such as land use planning

What should the primary **components** of the Aviation Division's education program be?

- Certification programs
- Resource materials
- Outreach within aviation community
- Yearly aviation issue focused symposium sponsored by WSDOT and staffed by aviation community volunteers
- Yearly symposiums, shows or conferences should provide information about emerging issues and technologies—so many of these events preach to the choir and offer nothing new
- Town meeting centered on specific aviation issue or opportunity with purpose of raising public awareness, initiating public dialogue and providing opportunity for public to ask questions
- WSDOT should assume leadership role in redefining or updating Northwest Aviation Trade Show

What should the **performance indicators** for a successful Aviation Division education program be?

- Identify gaps in statewide aviation education once inventory has been completed
- Review effectiveness of various state organizations once inventory has been completed
- Benchmarks, yearly tracking, statistics of aviation accidents in state
- Increase in number of registered pilots

Next Steps

John Sibold thanked the group for their participation in this study team session and outlined the upcoming meeting dates:

October 9, 2003
10:00am—2:00pm

Education Study Team meeting #2
Review Business Plan recommendations
--Work program
--Performance goals

October 2003

Recommendations reviewed by Aviation Advisory Committee and through a public involvement process